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AI, Trust, and Digital Experience: What Drives Online Repurchase Intent?

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The rapid integration of Artificial Intelligence (AI) within the e-commerce ecosystem has fundamentally redefined how personalization strategies drive consumer behavior and platform loyalty. This study aims to analyze the influence of information quality and trust in AI systems on the digital shopping experience and repurchase intention among Shopee users in Indonesia. Using a quantitative approach and Structural Equation Modeling-Partial Least Squares (SEM-PLS), primary data were gathered from 187 active respondents in Banjarmasin through a structured online survey. The findings reveal that information quality, characterized by accuracy and relevance, serves as the primary foundation for building a positive digital experience perception. Statistical results confirm that while digital shopping experience directly influences repurchase intention, trust in the AI system acts as a crucial psychological bridge and significant mediator. Specifically, trust in AI has a strong direct impact on repurchase decisions (path coefficient 0.318), emphasizing that user confidence in the integrity of automated features is a primary determinant of loyalty. The model demonstrates substantial predictive capacity, explaining 53.5% of the variance in repurchase intentions. This research concludes that e-commerce platforms must prioritize algorithmic transparency and data security to mitigate perceived risks associated with AI's black box nature, thereby sustaining customer retention in competitive digital markets.

Keywords: *Information Quality, Trust in AI, Digital Shopping Experience, Repurchase Intention, Shopee*

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1. INTRODUCTION

1.1 Background

The integration of Artificial Intelligence (AI) within the e-commerce ecosystem has fundamentally transformed the digital experience, shifting it toward hyper-personalization. As noted by Alkudah & Almomani (2024), trust remains the cornerstone of successful digital transactions in this evolving landscape. Yet, a theoretical gap persists regarding how specific AI features—such as recommendation engines and chatbots—indirectly shape consumer behavior. This study aims to bridge that gap by exploring how these features foster platform trust, which subsequently drives online repurchase intention.

The rapid development of digital technology has positioned the e-commerce sector as the main arena of competition that is redefining the global retail landscape. In Indonesia, the dynamics of this market are very evident, with Shopee emerging as one of the leading platforms. To maintain its competitive edge and increase customer loyalty, Shopee is intensively integrating AI into its core features, such as personalized recommendation systems, customer service chatbots, and automated search engines. The main goal of this AI integration is to directly improve the digital shopping experience and ensure that the information presented to consumers is accurate, complete, and relevant.

Online shoppers state that they are better able to test a variety of product options through online shopping than offline shopping (Xu et al., 2022). Customers consider costs and analyze the quality of goods presented at web-based retail locations or compare them with other internet-based retail locations. Consequently, e-commerce platforms must provide transparent testimonials regarding both product quality and administrative services. These reviews are essential, as they allow potential buyers to evaluate seller credibility and merchandise reliability based on the authentic experiences of previous users.

The quality of information, measured by the accuracy of product descriptions, reviews, and search functions, forms the basis of positive consumer perceptions (Widjaja, 2025). Meanwhile, the digital shopping experience encompasses functional aspects such as ease of navigation, checkout speed, and enjoyable interactions with automated features (Wolniak et al., 2024). According to Gantumur (2025), AI enhances the customer experience by personalizing the shopping journey, increasing engagement, and simplifying decision-making. However, the benefits of AI are vulnerable. Its effectiveness is highly dependent on trust in AI systems, which must be successfully built by the platform. When consumers interact with recommendations and data security systems, confidence in the competence and integrity of the AI system becomes an important mediator in shaping repeat purchase decisions.

In the context of macroeconomics, according to Momentum Works data, Shopee has maintained its position as market leader with a regional market share ranging from the 48% to 52% in 2024. However, this statistical dominance masks deep the

structural vulnerabilities. The integration between TikTok Shop and Tokopedia has given rise to a formidable competitor, which now commands a significant market share and is shifting consumption patterns from search-based to discovery-based, as analyzed by (Waoma et al., 2024). This report details how this competitive pressure has forced Shopee to make drastic policy adjustments, particularly in its service cost structure, and how these policies have triggered empirical resistance from both sellers and buyers.

Previous research on e-commerce customer trust has tended to focus on quality or service in general. The relationship between digital shopping experiences and information quality on repurchase intention has been a major focus. Studies by (Ma et al., 2022) found that digital shopping experiences have a proven positive and significant effect on repurchase intent, mediated by customer satisfaction.

However, on the other hand, a number of other studies show conflicting or insignificant results. For example, a study by (Miao et al., 2022) and (Syacroni et al., 2023) found that although consumers rated the quality of information as good, its effect on repurchase intention was not directly significant, or its effect weakened as market competition increased. This contradiction implies the existence of missing mediating or moderating factors that have not been integrated into existing models. This inconsistency in research results shows that previous models have not adequately explained consumer behavior in a digital ecosystem dominated by AI. Therefore, the effectiveness of information quality and digital shopping experiences is no longer determined solely by platform inputs, but also by consumer acceptance of the technology that governs them.

To bridge this research gap, this study introduces a major innovation, namely testing the central role of trust in AI systems as a moderating variable. It explicitly assesses that the relationship between information quality and digital shopping experience on repurchase intention is mediated/moderated by consumer trust in the competence, integrity, and reliability of AI systems (such as recommendation systems or chatbots) implemented by Shopee. The variable of trust in AI is the missing psychological bridge in previous models.

Thus, this study aims to empirically test the causality model with a more detailed focus. The objective is to specifically answer whether the digital shopping experience and information quality have a direct influence on online purchase intention. In addition, this study specifically aims to examine the role of the novelty variable, namely AI Trust, to determine whether this variable acts as a mediating or moderating variable in mediating or strengthening the relationship between independent variables and repurchase intention.

The e-commerce market in Indonesia is in a phase of intense and dynamic competition, marked by consolidation and aggressive growth of major platforms such as Shopee, Tokopedia, TikTok Shop, and Lazada. In this context, repurchase intent serves as a crucial metric that determines the long-term sustainability and profitability of platforms. Current market data shows significant disparities in loyalty and market access.

Table 1: Disparities in recommendation index and access to major e-commerce platforms (2024–2025)

Indicators	Shopee (%)	Tokopedia (%)	TikTok Shop (%)	Lazada (%)
Recommended	62%	46%	42%	36%
Most frequently accessed	53,22%	9,57%	27,37%	9,09%

Source: (IPSOS Indonesia, 2024) and (APJII, 2025).

The high recommendation rate on Shopee and its dominance in market access show that the platform has successfully influenced consumers through relevant variables. Based on (Dianti et al., 2023), trust as an endogenous variable has been proven to influence repurchase intention. In addition, there is a research gap in specifically measuring how consumer perceptions of AI as a mediator correlate with repurchase intention on platforms such as Shopee. Therefore, this study aims to analyze how factors such as information quality, digital shopping experience, and repurchase intention are mediated/moderated by trust in AI.

1.2 Problem Statement

1) Does the digital shopping experience directly influence repurchase intention?
2) Does information quality directly influence repurchase intention?
3) How does the digital shopping experience impact consumer trust in AI systems?
4) To what extent does information quality drive trust in AI systems?
5) Does trust in AI systems significantly influence repurchase intention?
6) Does trust in AI mediate the relationship between digital shopping experience and repurchase intention?

1.3 Research Hypothesis

H1: Digital shopping experience has a positive and significant effect on repurchase intention.

H2: Information quality has a positive and significant effect on repurchase intention.

H3: Digital shopping experience has a positive and significant effect on trust in AI systems.

H4: Information quality has a positive and significant effect on trust in AI systems.

H5: Trust in AI systems has a positive and significant effect on repurchase intention.

H6: Trust in AI systems mediates the relationship between digital shopping experience and repurchase intention in a positive and significant manner.

H7: Trust in AI systems mediates the relationship between information quality and repurchase intention in a positive and significant manner.

2. LITERATURE REVIEW

The study by Erliana (2025) provides a significant methodological foundation through the use of bibliometric tools to analyze how AI features collectively enhance customer experience and build trust. Additionally, this review refers to the findings of (Alkudah & Almomani, 2024) regarding the effectiveness of AI techniques in online shopping personalization. To strengthen the validity of the mediation model, this research also integrates findings from Mirfazli et al (2025), which prove that customer experience of AI has a positive and significant impact on consumer trust and online purchase intentions.

2.1 Digital shopping experience

Instead of merely defining digital shopping experience as a static interaction process, recent literature emphasizes its dynamic nature driven by technological immersion. While Eriyani & Amalia (2025) focus on the functional aspects of discovery and purchase , Erliana (2025) argues that in an AI-driven context, the "experience" is redefined by hyper-personalization features such as virtual try-ons and smart recommendations. These features significantly contribute to building trust, which in turn fosters purchase intent (Gao & Liang, 2025). In the context of Shopee, this shifts the paradigm from simple usability (User Interface) to "AI-enabled ease of use," where the quality of experience is determined by how seamlessly the algorithm anticipates consumer needs (Lopes et al., 2024) . Consequently, a superior digital experience is no longer just about navigation speed, but about the platform's ability to create a frictionless, personalized journey that reduces cognitive load.

2.2 Information quality

Information quality in e-commerce has evolved from basic accuracy to algorithmic relevance. While traditional definitions focus on completeness and accuracy (Al-Okaily et al., 2023), Kim & Kim (2025) expand this construct to include "algorithmic transparency" in AI recommendations . This distinction is critical because, as noted by Widjaja (2025), high-quality information serves a dual function: it reduces perceived risk and acts as a signal of platform competence . This is supported by Azman et al (2025), who confirm that information quality is a significant factor directly influencing consumer purchase intent . However, (Miao et al., 2022) counter that information quality alone may not be sufficient in saturated markets. This study synthesizes these views by positing that for Shopee users, information quality is the precision of AI in filtering irrelevant noise, thereby directly influencing trust and decision efficiency.

2.3 Trust in AI

Trust in AI represents a paradigm shift from interpersonal trust to "system trust," defined by the reliance on an algorithm's competence and the intentions of its developers (Habbal et al., 2024). Unlike general platform trust, Trust in AI involves overcoming the "black box" anxiety described by Aldboush & Ferdous (2023), where users fear unauthorized data exploitation. Koneti (2025) highlights a privacy paradox where users desire personalization but distrust the data collection behind it. However, Mirfazli et al (2025) provide empirical evidence that positive customer experiences can override these privacy concerns, functioning as a "psychological bridge". This mediating role is further reinforced by Wicaksono et al (2023), who reflect that modern consumers place greater importance on efficiency benefits . Therefore, Trust in AI is conceptualized as an active mediator that translates technical reliability into behavioral loyalty (Yudanegara, 2024).

2.4 Repurchase Intention

Serving as a fundamental indicator of behavioral loyalty, repurchase intention is defined as the subjective probability or specific plan to continue purchasing from the same vendor in the future (Kencana & Septrizola, 2024) . This behavioral construct reflects a customer's inclination to re-engage with products or services, largely driven by their evaluation of previous experiences (Chatzoglou et al., 2022). This variable is important in this model because the research focuses on the platform's efforts to retain customers. Intention is the closest predictor of actual behavior, which in the context of e-commerce is influenced by attitude formed from experience and information quality when consumers have digital shopping experiences. According to Mirfazli et al (2025), one of the factors that influence purchase intention is information quality, customer experience, and trust.

3. RESEARCH METHODOLOGY

3.1 Measurement of households' subgroups poverty

This study adopts a quantitative approach aimed at testing empirical hypotheses and explaining the causal relationships between the variables. Primary data was gathered through a structured survey using a questionnaire as the main research instrument. The structural framework is designed as a mediation model, where Trust in AI serves as the central mediating variable connecting the independent variables to consumer behavior.

The population for this research comprises active Shopee users located in Banjarmasin City. To ensure the data collected is relevant to the research objectives, the sample was selected using a purposive sampling technique based on several specific criteria. These criteria include: respondents must have a history of transactions on the Shopee application ; they must be active users with a minimum shopping frequency of once per month ; and they must be at least 17 years of age. Following the data collection process, a total of 180 respondents were successfully recruited to participate in this study.

In terms of data collection methods, primary data was collected digitally using an online questionnaire via Google Forms. The research instrument employed a 4-point Likert scale, ranging from 1 (Strongly Disagree) to 4 (Strongly Agree), to measure all observed variables within the model. Data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) (or Multiple Regression, depending on your choice). The use of PLS-SEM is ideal for complex predictive and mediation models. The analysis stages included Validity and reliability testing (through convergent validity and composite reliability), descriptive analysis, structural model testing and hypothesis testing (including mediation testing using the bootstrap method).

Table 2: Operational definitions of variables

Variable	Concept Definition	Measurement Indicators
Digital shopping experience (X_1)	Consumers' subjective perceptions of the interaction and quality of Shopee's features, focusing on ease, efficiency, and overall convenience (User Interface and Usability).	Comfort when using features (B1), and comfortable visual design (B6).
Information Quality (X_2)	Consumer perceptions of the characteristics of product information presented by Shopee, including the completeness, accuracy, and relevance of search results.	Completeness of information (A1), relevance of search results (A4), ease of understanding product descriptions (A6), and satisfaction with the information provided (A9).
Trust in AI (Z)	Consumer confidence in the competence, reliability, and integrity of Shopee's automated features (recommendations, chatbots) in providing accurate services and maintaining data security.	Sense of security in automated interactions (C2), Data security and transparency (C4), and interacting with the chatbot's automated features is very helpful (C7).
Repurchase intention (Y)	The tendency of consumers to make repeat purchases on Shopee demonstrates loyalty and commitment, as well as a willingness to recommend the platform to others.	Plans to continue shopping (D1), recommend (D3), not switch to competitors (D5)

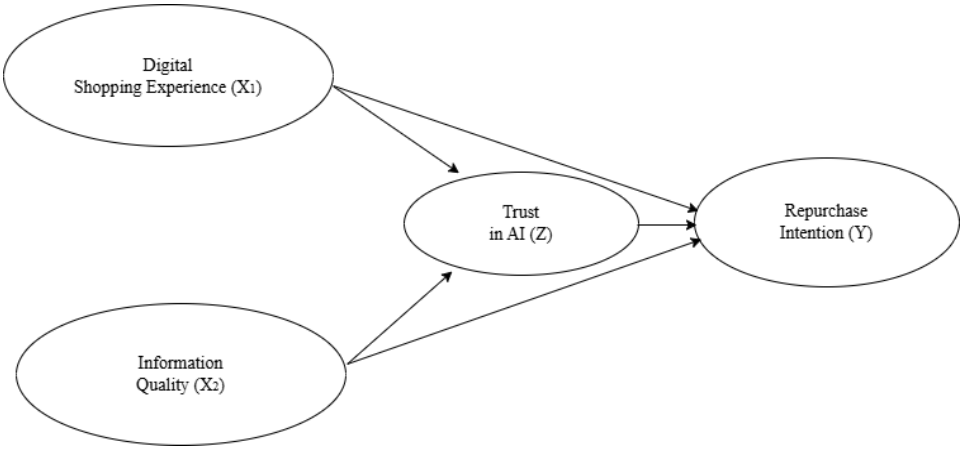

Figure 1: Research conceptual framework

4. RESULTS AND DISCUSSION

Table 3: Demographic profiles and characteristics of respondents

Category	Sub-Category	Frequency (N)	Percentage (%)
Gender	Female	117	62.57%
	Male	70	37.43%
Age (Years)	21-25	74	39.57%
	17-20	66	35.29%
	26-30	30	16.04%
	31-35	13	6.95%
	> 35	4	2.14%
Education Level	Bachelor's Degree (S1)	135	72.19%
	Master's Degree (S2)	33	17.65%
	Diploma III (D3)	12	6.42%
	Diploma IV (D4)	6	3.21%
	Diploma I (D1)	1	0.53%

Employment Status	Student (Full-time)	63	33.69%
	Student & Part-time Worker	46	24.60%
	Student & Entrepreneur/Freelancer	43	22.99%
	Student & Full-time Worker	23	12.30%
	Professional (Civil Servant/Private)	10	5.35%
	Others	2	1.07%
Duration of Use	> 12 months	151	80.75%
	6-12 months	27	14.44%
	< 6 months	9	4.81%
Shopping Frequency	3-4 times/month	67	35.83%
	1-2 times/month	63	33.69%
	> 5 times/month	57	30.48%
Monthly Expenditure	> IDR 4,000,000	53	28.34%
	IDR 1,000,001 – IDR 2,000,000	43	22.99%
	IDR 2,000,001 – IDR 3,000,000	40	21.39%
	IDR 3,000,001 – IDR 4,000,000	31	16.58%
	< IDR 1,000,000	20	10.70%

Table 3 presents the demographic and behavioral characteristics of the 187 respondents surveyed in this study. The data reveals a predominantly female sample (62.57%), with the largest age group being 21-25 years old (39.57%), followed closely by the 17-20 age bracket (35.29%). In terms of educational background, the majority are undergraduate students (72.19%). Interestingly, the employment status data indicates that a significant portion of respondents are students who also balance professional responsibilities, including part-time work (24.60%) and entrepreneurial ventures (22.99%). Most participants are long-term Shopee users, with 80.75% having used the application for over 12 months, and nearly 66% shopping on the platform at least three times per month.

Table 4: Outer loadings and average variance extracted (AVE)

Variable	AVE	Indicator	Loadings
Digital Shopping Experience	0.672	A1	0.852
		A4	0.790
		A6	0.779
		A9	0.855
Information Quality	0.775	B1	0.862
		B6	0.898
Trust in AI	0.636	C2	0.769
		C4	0.785
		C7	0.837
Repurchase Intention	0.611	D1	0.708
		D3	0.835
		D5	0.797

The assessment of the measurement model (outer model) commenced with a test of convergent validity. The analysis revealed that all indicators for digital shopping experience, information quality, trust in AI, and repurchase intention achieved outer loadings exceeding the 0.70 threshold. Furthermore, the AVE for each construct consistently surpassed 0.50. These findings demonstrate that the research instrument maintains a high level of validity, with each indicator accounting for more than half of the variance in its corresponding latent construct.

To assess discriminant validity, the study analyzed both the Fornell-Larcker criterion and the distribution of cross-loadings. To satisfy the Fornell-Larcker requirement, the square root of the AVE for each construct must exceed its correlations with any other latent variables in the model. This ensures that each construct represents a unique phenomenon not captured by others. The specific fornell-larcker criterion values for each research variable are documented in table 4.

Table 5: Fornell larcker criterion

Variable	Digital Shopping Experience	Information Quality	Repurchase Intention	Trust in AI
Digital Shopping Experience	**0.820**			
Information Quality	0.537	**0.880**		
Repurchase Intention	0.692	0.524	**0.798**	
Trust in AI	0.623	0.608	0.645	**0.782**

As presented in Table 5, discriminant validity was established using the Fornell-Larcker criterion. The analysis confirms that the square root of the AVE for each latent variable exceeds its correlation with any other construct in the model. This confirms that each variable in the model is empirically distinct from the others.

Table 6: Cross loading

Variable	Digital Shopping Experience	Information Quality	Repurchase Intention	Trust in AI
A1	0.85	0.46	0.52	0.55
A4	0.79	0.42	0.42	0.54
A6	0.78	0.39	0.50	0.59
A9	0.85	0.49	0.58	0.59
B1	0.45	0.86	0.54	0.37
B6	0.50	0.90	0.53	0.54
C2	0.58	0.44	0.49	0.77
C4	0.50	0.37	0.46	0.79
C7	0.57	0.44	0.58	0.84
D1	0.39	0.53	0.71	0.29
D3	0.57	0.50	0.83	0.56
D5	0.48	0.42	0.80	0.62

In addition to the Fornell-Larcker criterion, table 6 displays the cross-loading values for all indicators. The analysis confirms that every indicator loads more heavily on its designated construct than on any other variable, thereby reinforcing the evidence for discriminant validity within the model.

Table 7: Composite reliability and cronbach's alpha

Variable	Cronbach's Alpha	Composite Reliability
Digital Shopping Experience	0.837	0.891
Information Quality	0.710	0.873
Trust in AI	0.714	0.840
Repurchase Intention	0.682	0.824

To test the consistency of the instrument, reliability evaluation was conducted using cronbach's alpha and composite reliability (CR). The results in Table 7 show that all variables have values above 0.65, which is the standard for excellent reliability in SEM-PLS research. The high CR values reflect that the set of indicators used has stable reliability, allowing them to be used for structural model testing in the subsequent stage without technical constraints.

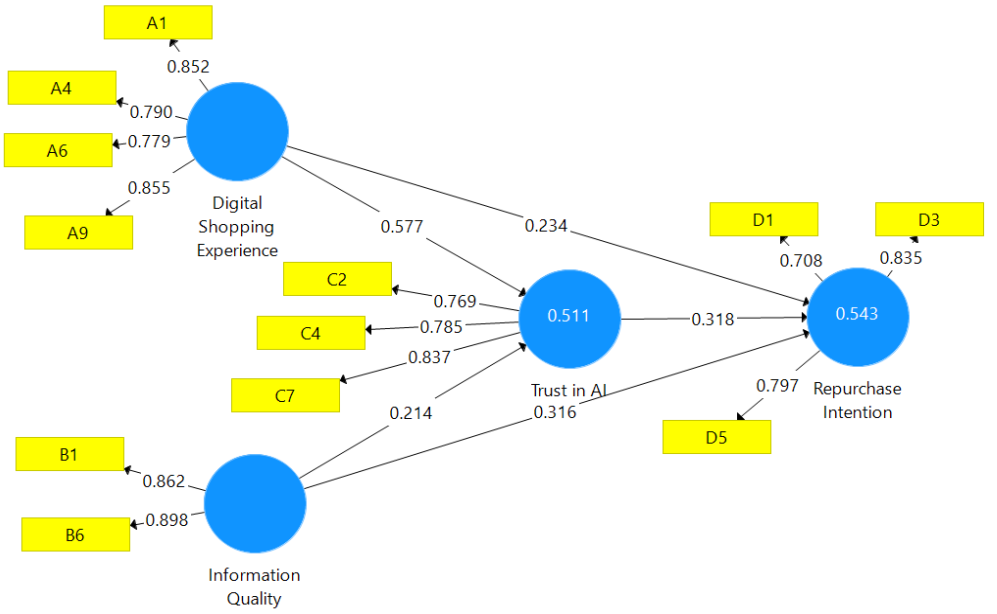

Figure 2: Running Model Results

The path coefficient evaluation was utilized to quantify the strength of the relationships between the independent and dependent variables. According to the structural model results in Table 8, the most significant impact was observed in the relationship between digital shopping experience and trust in AI, which yielded the highest coefficient of 0.577. This was followed by the influence of trust in AI on

repurchase intention (0.318) and information quality on repurchase intention (0.316). Furthermore, digital shopping experience showed a positive effect on repurchase intention with a coefficient of 0.234, while the weakest relationship identified was the impact of information quality on trust in AI, recorded at 0.214.

Table 8: Path coefficient

Variable	Repurchase Intention	Trust in AI
Digital Shopping Experience	0.234	0.577
Information Quality	0.315	0.214
Trust in AI	0.318	

Regarding the model's predictive power, R^2 values between 0.33 and 0.67 are classified as moderate, while values ranging from 0.19 to 0.32 are considered weak. Following the data processing phase, the specific R^2 results obtained for this study are detailed in Table 9.

Table 9: Coefficient of determination (R^2)

Variable	R Square	R Square Adjusted
Repurchase Intention	0.543	0.535
Trust in AI	0.511	0.506

The evaluation of the structural model was also reviewed from the R-Square (R^2) values to measure the model's predictive capacity. The Repurchase Intention variable has an R^2 value of 0.535, meaning that the variables of digital shopping experience, information quality, and trust in AI simultaneously explain 53,5% of the variance in users' repurchase intentions. This value indicates that the developed model has a substantial level of predictive accuracy in explaining consumer behavior on the Shopee platform.

The model's predictive relevance is assessed using the Q^2 statistic. Similar to R^2, a higher Q^2 value indicates superior model accuracy and a better fit with the empirical data. The calculated Q^2 values for this study are presented below.

$$Q^2 = 1 - [(1 - R^2 1)x(1 - R^2 1)]$$
$$= 1 - (1 - 0.543)x(1 - 0.511)$$
$$= 1 - (0.457 \times 0.489)$$
$$= 1 - 0.022$$
$$= 0.776$$

The analysis yielded a Q^2 value of 0.776, indicating that the model accounts for 77.6% of the data's variability. The remaining 22.4% is attributed to external factors not captured in the current framework. Therefore, the findings validate that the proposed model possesses robust predictive capability and adequate structural fit. Furthermore, the hypotheses were evaluated using the bootstrapping method. According to standard statistical guidelines, a hypothesis is considered supported when the T-statistic exceeds 1.96 and the P-value falls below 0.05. The specific outcomes of the direct effect tests adhering to these criteria are presented in Table 10.

Table 10: Testing the direct effect hypothesis

Hypothesis	Path	T Statistics	P Values	Conclusion
Digital Shopping Experience -> Repurchase Intention	0.2336	34.192	0.0007	Accepted
Digital Shopping Experience -> Trust in AI	0.5769	89.511	0.0000	Accepted
Information Quality -> Repurchase Intention	0.3155	46.462	0.0000	Accepted
Information Quality -> Trust in AI	0.2138	32.160	0.0014	Accepted
Trust in AI -> Repurchase Intention	0.3183	41.755	0.0000	Accepted

Based on the results in Table 10, all proposed direct hypotheses were statistically supported. Hypothesis 1 (H1) is accepted, as information quality significantly impacts consumer trust ($P = 0.007 < 0.05$; $T = 34.192 > 1.97$). Similarly, the digital shopping experience exerts a significant influence on trust in AI ($P = 0.000 < 0.05$; $T = 89.511$), confirming H2. Regarding repurchase intention, information quality was found to be a significant predictor ($P = 0.000 < 0.05$; $T = 46.462$), thereby supporting H3. Furthermore, H4 is validated by the significant relationship between information quality and trust in AI ($P = 0.014 < 0.05$; $T = 32.160$). Finally, trust in AI significantly affects repurchase intention ($P = 0.000 < 0.05$; $T = 41.755$), confirming H5. The results for indirect effects, processed via bootstrapping, are subsequently detailed in Table 11.

Table 11: Indirect effect hypothesis testing

Hypothesis	Path	T Statistics	P Values	Conclusion
Digital Shopping Experience -> Trust in AI -> Repurchase Intention	0.1836	36.254	0.0003	Accepted
Information Quality -> Trust in AI -> Repurchase Intention	0.0681	25.852	0.0100	Accepted

According to the mediation analysis results in table 11, the analysis confirms that Trust in AI significantly mediates the relationship between digital shopping experience and repurchase intention (T = 25.852, P = 0.010), thereby supporting H6. Furthermore, information quality also exerts a significant indirect influence on repurchase intention through the same mediating variable, as evidenced by a T-statistic of 25.852 and a P-value of 0.0003. These findings confirm the acceptance of H7.

4.1 Discussion

This study aims to analyze how the AI-based digital shopping ecosystem on the Shopee platform shapes consumer repurchase intention. By employing a Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach, this research not only tests the direct relationships between variables but also explores the mediating role of Trust in AI as a key psychological factor in modern digital consumer behavior.

1) The influence of digital shopping experience on repurchase intention

The analysis demonstrates that the digital shopping experience exerts a positive and statistically significant influence on repurchase intention, evidenced by a path coefficient of 0.2336 and a T-Statistic of 34.192. These figures well exceed standard significance thresholds, confirming that the quality of the digital experience is not merely an ancillary factor but a fundamental determinant in driving future purchasing intentions. A positive digital shopping experience is reflected in the ease of use of features, as well as an ergonomic and responsive visual design. These elements directly lower the cognitive and technical barriers often experienced by consumers during online transactions. When the product search, payment, and order tracking processes occur seamlessly, consumers perceive efficiency in terms of time and energy, which ultimately increases the tendency to return to the same platform.

In the context of Shopee, the utilization of AI enriches this experience through interface personalization, relevant product recommendations, and automated assistance systems such as chatbots. This reinforces the perception that the platform is not only easy to use but also adaptive to individual user needs. These results align with the findings of (Ma et al., 2022), who identified customer experience, especially during the post-purchase stage—as a critical predictor of the intention to repurchase. Furthermore, these results strengthen the argument of Lopes et al. (2024), who emphasize that "AI-enabled ease of use" can enhance consumer loyalty by creating a personalized, fast, and frictionless experience. Thus, this study expands the understanding that AI-based digital experience contributes strategically to building sustainable relationships between consumers and e-commerce platforms.

2) Information quality as the foundation of consumer decision making

The hypothesis testing confirms that the information quality exerts a significant and

positive influence on repurchase intention, evidenced by a path coefficient of 0.3155 and a robust T-Statistic of 46.462. These statistics highlight information quality as a dominant determinant, underscoring its critical role in driving consumer retention. The completeness of product descriptions, the relevance of search results, the ease of understanding product descriptions, and satisfaction with the information provided are proven to play a crucial role in reducing consumer uncertainty. Clear and consistent information helps consumers form realistic expectations of a product, thereby minimizing the risk of post-purchase dissatisfaction.

Within the Shopee ecosystem, AI plays an important role in filtering and presenting the most relevant information for each user. Intelligent recommendation systems not only increase search efficiency but also reduce information overload, allowing purchase decisions to be made more quickly and confidently. This finding supports the theory of Widjaja (2025), which states that information quality is the fundamental basis for forming perceptions of value and consumer satisfaction. Furthermore, this study provides clarification on the inconsistent research results of (Miao et al., 2022). While some studies suggest that information quality does not always have a significant impact, in the context of Shopee, AI-supported personalization makes information more relevant, contextual, and valuable to consumers, thereby strengthening its influence on repurchase intention.

3) Trust in AI as a mediating variable

"A seminal contribution of this research is the empirical demonstration that trust in ai functions as a pivotal mediator. It effectively bridges the relationship between both digital shopping experience and information quality, translating these factors into stronger repurchase intention. The indirect influence of Digital Shopping Experience on Repurchase Intention through Trust in AI is proven significant with a P-Value of 0.0003. This indicates that a good digital experience not only directly affects repurchase intention but also builds consumer trust in the competence and reliability of the AI system. Features such as responsive chatbots, personalized recommendations, and transaction process automation create a perception that the AI is capable of accurately understanding user needs.

In addition, information quality also significantly influences repurchase intention through trust in AI with a P-Value of 0.0100. When consumers feel secure while interacting with Shopee's automated systems, they begin to trust the integrity of those systems, which ultimately strengthens their intention to continue using the platform. This study corroborates the work of Mirfazli et al (2025), who posit that Trust in AI is constructed through the synergistic interplay of positive user interactions and high-caliber information. Within this framework, Trust in AI functions as a "psychological bridge" connecting the technical aspects of the system with consumer attitudes and behavior, an aspect that has previously been under-studied in traditional consumer behavior models.

4) Direct influence of trust in ai on repurchase intention

The analysis further reveals that trust in AI exerts a robust direct impact on repurchase intention, evidenced by a path coefficient of 0.3183. This signifies that trust in the AI system is not just an intervening variable but also a primary determinant in repurchase decisions. User data security, transparency in data usage, and the consumer's perception that chatbot interactions are helpful are key elements in building trust. Modern consumers are increasingly aware of privacy risks and digital security; therefore, platforms that can guarantee data protection while providing AI-based efficiency benefits will be more trusted and chosen sustainably.

This result is in line with the views of Aldboush & Ferdous (2023), who emphasize the importance of ethics, security, and privacy in building trust in digital technology. Additionally, research by Yudanegara (2024) confirms that trust remains a dominant factor in consumer purchasing decisions in marketplaces, despite continuous technological advancements. Overall, this research model possesses substantial predictive capability for the Repurchase Intention variable. This means that variations in consumer repurchase intention can be explained by digital shopping experience, information quality, and trust in AI. These findings confirm that amidst fierce competition with other platforms such as TikTok Shop and Tokopedia, Shopee's success is determined not only by features or price but also by its ability to build consumer trust in the AI systems that drive its entire digital shopping ecosystem.

5) Comparative Analysis: Global vs. Local Context

Unlike global cross-platform studies which found that privacy concerns significantly inhibit trust with a negative path coefficient of -0.31 (Koneti, 2025), consumers in Indonesia demonstrate a different behavior. Data from this research reveals that Trust in AI acts as a strong positive driver for repurchase intention with a path coefficient of 0.318. This contradicts the global trend where privacy skepticism often outweighs utility. Supported by Shopee's market dominance with a 62% recommendation rate in Indonesia (IPSOS Indonesia, 2024), these findings suggest that in the Indonesian "discovery-based" shopping culture, the perceived usefulness of AI recommendations successfully mitigates the privacy concerns that typically hinder users in broader global markets.

5. CONCLUSION

This study concludes that digital shopping experience, information quality, and trust in AI systems are the primary drivers of consumer behavior within the Shopee ecosystem. Statistical findings indicate a strong reciprocal relationship between digital shopping experience and repurchase intention, where the quality of the digital experience perceived by consumers consistently aligns with their high intention to make repeat purchases. Accurate and relevant information quality serves as the initial foundation that builds positive perceptions, while trust in the AI system acts as a crucial bridge that strengthens consumer commitment to remain loyal to the platform. Managerially, Shopee needs to continuously the ensure data

transparency and algorithm personalization to maintain customer loyalty amidst increasingly fierce e-commerce competition.

This study has several limitations that should be noted. First, the scope of this research is limited to a single platform, Shopee; therefore, generalizing the findings to the entire e-commerce industry should be done with caution. Lastly, the use of cross-sectional data collected at a single point in time means this research is not yet able to capture the dynamics of long-term consumer behavior changes alongside the rapidly evolving AI technology.

Based on these limitations, future research is recommended to conduct comparative studies across different e-commerce platforms to observe how variations in AI implementation influence user trust differently. Additionally, the use of a longitudinal approach is highly suggested to observe the development of the relationship between humans and AI over time, thereby obtaining a deeper understanding of the stability of consumer loyalty in the digital transformation era.

Declaration of Interest Statement

The authors have no conflicts of interest.

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